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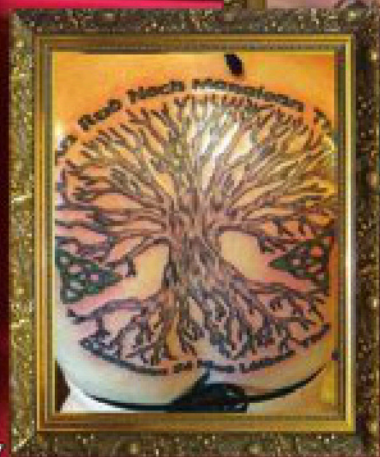
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SUBCULTURE CONTENTS



The Comedy Club manager Mark Ippolito takes center stage.

16

+ FEATURES

20 / SEVEN MINUTES IN HEAVEN WITH... GINA MARCELLO
Our cover girl and Murphy's Law waitress loves junk food, Shia LaBeouf, and a whole lot of Jameson whiskey.

26 / 2012 ROC CITY TATTOO EXPO
Subculture gets an exclusive sneak peak into this year's expo.

IN EVERY ISSUE

INTRO

6 / LETTER
From the creator of *Subculture* Magazine

WORD//CULTURE

8 / DRE SAYS... WHAT'S HOT
8 / FITNESS DEFINED
8 / LOVE Q'S

SCENE//CULTURE

10 / FASHION, INK.
10 / JOEY FOOTE: MAKING HIS MARK
10 / SHOW & TELL: READER TATTOO

POP//CULTURE

12 / PLAYLIST
12 / MUSIC SPOTLIGHT: STARLIGHT CITIES
12 / COSMIC ENERGIES

TATTOO//CULTURE

14 / ARTIST PROFILE
Meet Dawn Kelley of Lucky Lotus Studio.

INDIVIDUAL//CULTURE

16 / MARK IPPOLITO
Comedy Club manager recalls performances from Tom Green and the late Patrice O'Neal.
18 / MELINDA MCAULIFF
Gecko-loving yoga teacher gives back with community website.
19 / STEVE ARGENTO
Gallery owner fights through addiction to honor his uncle's memory.

LAST//WORD

29 / ASKED & ANSWERED
We catch up with Jet, co-owner of Love Hate Tattoo & co-founder of the Roc City Tattoo Expo.



>> DO AS I SAY, NOT AS I DO.

We have all at some point been told to “Do as I say and not as I do.” I recently was made to face something that was very difficult to deal with and I’d like to share that lesson with you.

Recently someone close to me told me that I talk too much and listen too little. I criticize and often times complain. I am quick to get defensive instead of listening and trying to understand.

Sometimes we talk because we have something to say and sometimes we talk because we just have to say *something*. The difference is, one makes you wise and the other makes you a fool.

Believe it or not, there are fundamentals to building a good relationship, be it with your significant other, family, friends, or even with potential clients. Here are a few simple steps:

Never criticize, condemn or complain. Give honest and sincere appreciation. Become genuinely interested in other people. Smile. Remember that a person’s name is to them the sweetest and most important sound in any language.

Be a good listener. Encourage others to talk about themselves. Talk in terms of the other person’s interests. Make the other person feel important and do it sincerely.

I simply want this passage to serve as a reminder to all of you. When building any type of relationship whether personal or business we should remember what we’re dealing with.

I am always trying to spread the good word of self-improvement guru Dale

Carnegie when I can. As a graduate of the Dale Carnegie Institute, I was sent into the world with tools to help me in my everyday life. I am always trying to bookmark his quotes in my brain for a later date.

Carnegie impressed upon me his words of wisdom on many things, but one in particular stands out: “When dealing with people, let us remember we are not dealing with creatures of logic. We are dealing with creatures of emotion, creatures bustling with prejudices and motivated by pride and vanity.”

So try to spend even more time thinking about these things than you do thinking about yourself and your own problems. Try to be sincerely interested in people and what they are saying, especially when directed to you.

I am sharing this lesson with all of you because of my own personal experience. Experience is the name everyone gives to his or her mistakes. So one last time – do as I say, not as I do, and best of luck to all of you.

VICTOR GOMEZ,
CREATOR



DROP US A LINE

We want to hear from you. Send your comments or suggestions to troy@subcultureny.com or mail to 34 Elton St., Rochester, NY 14607. Please include your name and city/town.

SUBCULTURE

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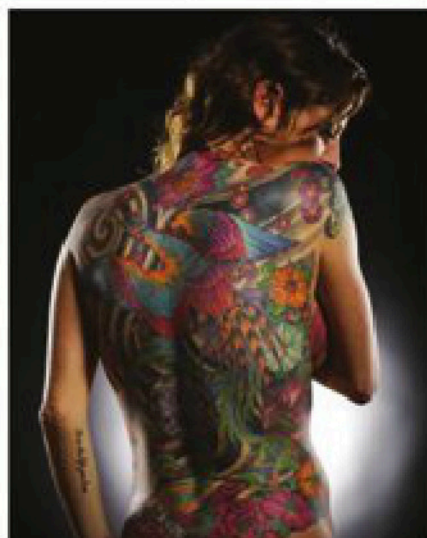
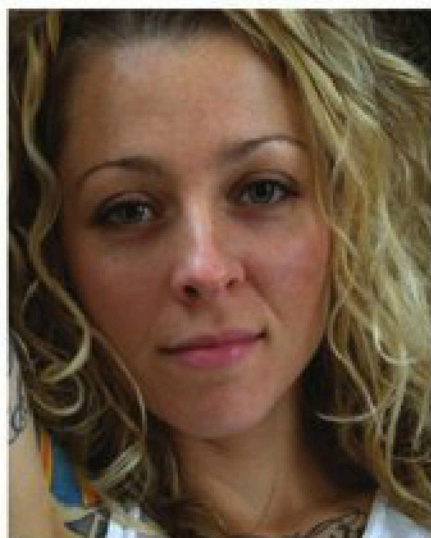
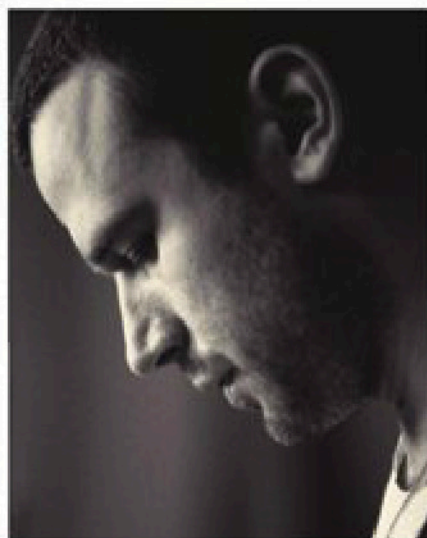
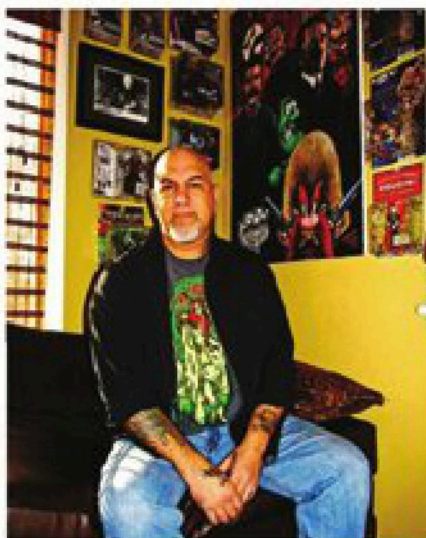
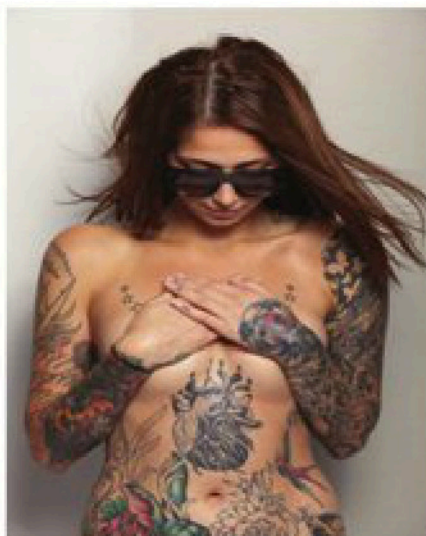
ON THE COVER

Gina Marcello, shot at GoodKnews Studios in Rochester in February 2012 by Christopher Cardwell.

Subculture Magazine

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>> LOVE Q'S

OUR RESIDENT RELATIONSHIP ADVICE COLUMNIST **SUSIE Q** ANSWERS YOUR HEARTFELT QUESTIONS.

Q I am typically a very quiet person, but I am completely the opposite in bed. **In fact, I've received a lot of complaints from the last few guys I've slept with about the noises I make.** It's not that I am loud. It's that, apparently, the noises are awkward. My last hookup said my "squealing" made him go limp. Is there a mental trick or a some way I can control this? I'm starting to feel really self-conscious about it.

— SQUEALING IN SOUTH WEDGE

I'm trying to imagine what kind of noises you could be making and because you said "squeals" I am thinking about piggy noises. (Sorry.)

Anyway, are you comfortable masturbating? Practice makes perfect. Maybe you should try some things on your own to help squelch the squeals. I'm not sure what exactly, but that's the only thing I can think of that might help. I realize it's not something you can stop very easily, or else you wouldn't keep doing it.

My only other advice would be to concentrate on your breathing while you're having sex. Maybe that will help you keep things in check. Other than that, try pulling your arm hairs when you feel yourself start to make squeals. That's all I got. Good luck!

+ If you'd like Susie Q's advice on your relationship, sex or dating life, email her at loveq@subcultureny.com.

STUFF

BY ANDRE WALKER



For more of what Dre likes, visit DreSays.com.

DRE SAYS...WHAT'S HOT

**1 IDEABOX/KEA PREFAB HOME**

If you're like me, you've probably thought, "Wow. What would it be like to have my whole house furnished by IKEA?" Well, ask and you shall receive. Oregon-based company Ideabox has come up with the perfect home designed around IKEA furniture. I like to call it a prefab wonderland. There is a bedroom with an attached bathroom, a 745-square-foot living room that leads into an open kitchen, a car port out back and two storage units off the side of the

house. (\$86,500, www.ideabox.us)

2 NOKIA LUMIA 900

Nokia has taken a very lax approach to the smartphone over the past few years, but they have come out swinging with their latest release. The new Nokia Lumia 900 will be launched on the AT&T platform and pushing the Windows7 format. It has a 4.3-inch display, LTE capabilities and an 8-megapixel camera bundled in a sleek design. Welcome to the game, Nokia. (\$99, www.nokia.com)

3 DR. MARTENS AND PENDLETON BOOTS

Looks like the whole world of fashion has embraced the Native American print this year, so why not long-running boot company Dr. Martens? With the help of Pendleton Woolen Mills, Dr. Martens is bringing you this amazing boot for Fall 2012. It's a must-have in the DreSays book. (Price TBA, www.drmartens.com)

4 CHINATOWN DREAMTRUCK

This one is for all you taggers out there who have dreamed of hitting a white box truck in the middle of Chinatown. This new toy being put out by the Kidrobot company will allow you to do just that without having to hunt down that rare white truck and risk the consequences of getting caught. (\$46, www.kidrobot.com)

DEFINING FITNESS

BY TONY RONCHI



What is Fitness? Everyone is looking for "Fitness," except no one can define it. And sorry, there isn't an easy fix. Go ahead: Google it or ask your trainer. I bet the response you receive is startling. If not, pay him more.

Google's definition: "The condition of being physically fit and healthy. The quality of being suitable to fulfill a particular role or task." Both are of completely no use, so let me help you out. If you're looking for fitness let's look to a clear and concise definition:

» **Eat meat and vegetables**, nuts and seeds, some fruit, little starch and no sugar. Keep intake to levels that will support exercise but not body fat.

» **Practice and train major lifts:** Deadlift, clean, squat, presses, C&J, and snatch. Similarly, master the basics of gymnastics: pull-ups, dips, rope climb, push-ups, sit-ups, presses to handstand, pirouettes, flips, splits, and holds. Bike, run, swim, row, etc., hard and fast.

» **Five or six days per week mix** these elements in as many combinations and patterns as

creativity will allow. Routine is the enemy. Keep workouts short and intense.

» **Regularly learn and play** new sports.

There you have it. No quick fixes, just a clear path. The CrossFit definition of Fitness. Do you need to do CrossFit? Hell, no. Just adhere to this. Find fitness. Find health.

Tony is a head coach at Paradigm Performance in Rochester. He is a veteran CrossFit athlete and has competed on a local, regional and national level. For more, visit Paradigm-Fitness.com.

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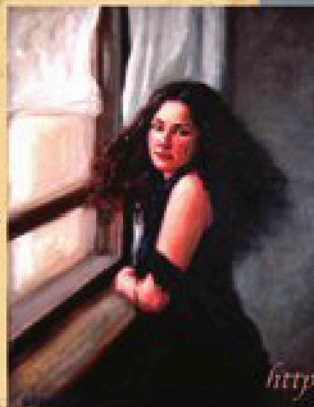
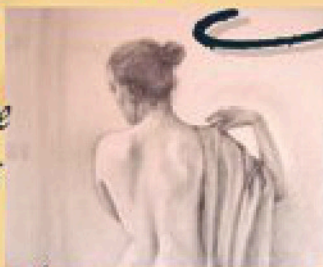
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FASHIO

EMILY SHEARING



Models pose backstage at the Rodarte Spring/Summer 2010 runway show.

FASHION, INK.

Tattoos are so hot right now. Once taboo in places like a professional office setting, visible ink is becoming increasingly more acceptable. I see at least one woman a day with a tattoo on her wrist or foot, and there are more guys at the gym with tattoos than without them. Even the fashion industry is shifting its views on ink.

In the heyday of supermodels like Cindy Crawford and Elle Macpherson, tattoos were nowhere in sight. Now runway and even Victoria's Secret models show off their tats. Some online boutiques exclusively use models with interesting ink. Heidi Klum has a tattoo down her forearm dedicated to her now estranged husband, Seal, and Alessandra Ambrosia has one on her hip.

Even designers are catching on to the trend. Temporary tattoos have graced the runways at Chanel, Louis Vuitton and Rodarte. And Rick Genest (aka Rico the Zombie), with skeleton tattoos covering his body from head to toe, has walked the runways at Paris Fashion Week and appeared in Lady Gaga's video for "Born This Way."

It also seems like every celebrity is sporting ink. Gaga, Rihanna, Megan Fox, Christina Aguilera and even Scarlett Johansson regularly show off their tattoos.

But just like black nail polish and combat boots, many of the women who sported tattoos long before fashionistas and sorority girls caught on feel a bit slighted. Sure, the popularity of tattoos has helped legitimize the art and stifle stereotypes, but they're not just accessories. Tattoos are self-expression. They document moods and moments in our lives that will never be forgotten.

I find it difficult to believe that a miniscule heart tattoo on the inside of a woman's elbow has significant meaning. It might look cute, but it's definitely not the same as a sleeve with multiple meanings that took several sessions. I'll admit my tattoos may not be the most daring or colorful (in fact, most aren't regularly visible), but each has a story.

My most recent tattoo, on the top of my left shoulder, is the Emily Dickinson quote, "Dwell in possibility." It was done just weeks after a break-up and it represents my self-epiphany. It is a time in my life I will remember forever, made even more permanent beneath my skin.



Follow Emily on Twitter @ Emily Shearing.



MAKING HIS MARK ON THE ROC

Joey Foote is a man of few words. He tends to let his art do the talking. The West Coast artist who tattoos at Outer Limits Tattoo & Body Piercing in Anaheim visited Art To Zen Tattoo in Rochester for two weeks in late February/early March. Foote and Art To Zen owner Dan Ross first met during a convention in Ventura, Calif.

"He was boothed up next to me and we hit it off and hung out a bit that weekend," recalls Ross. "Joey had wanted to visit New York and was doing the Detroit convention. Being that he was so close, we decided to get him to come out and do a guest spot."

Foote, who describes his work as a blend of various styles, caught a cold while he was here. He still managed to crank out a few tattoos, however, including a realistic rendering of a steam piston and colorful tiger on Rochester resident Kevin Lockwood's throat.

"Rochester is great," says Foote. "I definitely would love to come back here soon." —Troy L. Smith

SHOW & TELL

READER TATTOO



DANIELLE TORELLA, PENFIELD

"Twilight Tattoo" by artist Shawn Conn

RODARTE: Photo courtesy of Rodarte. JOEY FOOTE: Photo by Ashley Coon.

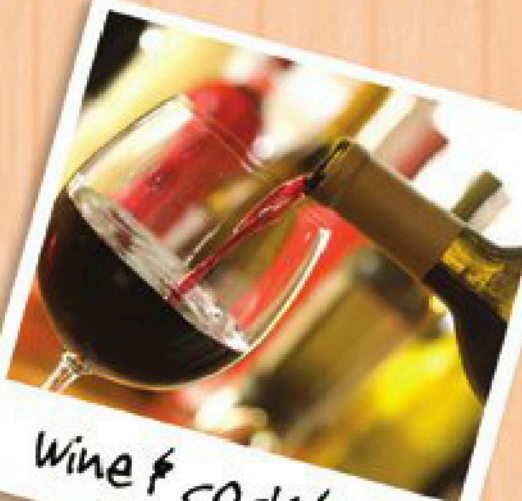
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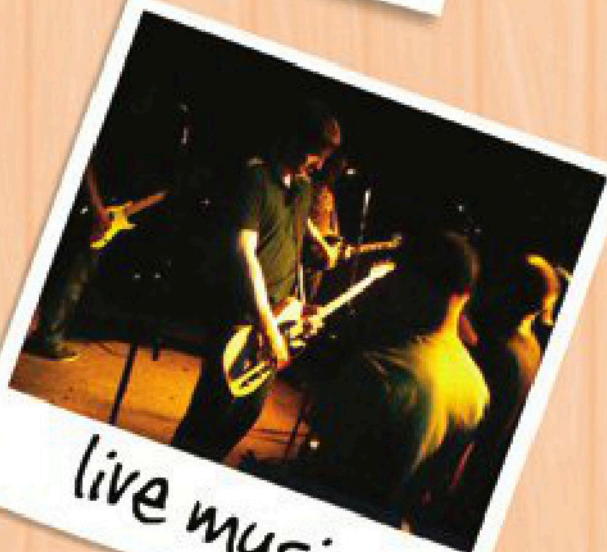
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PLAYLIST

BY TROY L. SMITH



VIDEO GAME

Max Payne 3

Max Payne has survived an eight year hiatus and a crappy movie starring Mark Wahlberg to return this year. For *Max Payne 3*, Rockstar Vancouver (a subsidiary of Rockstar Games) has taken over development duties from Remedy Entertainment. The change brings about more detailed gameplay and a more compelling storyline. Assuming Rockstar (the company behind *Grand Theft Auto*) can deliver, *Max Payne 3* will mark the return of one of the most popular video game characters of the last decade.

(May 15 – Rockstar Games, Xbox 360)



MUSIC

Killer Mike R.A.P. Music

On last year's critically acclaimed *P13dge*, Atlanta rapper Killer Mike unleashed his lyrical fury over beats from No. I.D., Smiff & Cash and Flying Lotus. For the follow-up, Killer Mike is going with a more unified approach. He's gonna rap to one producer and one producer only. The lucky board-master is none other than indie-rap pioneer El-P. The two should make for a compelling pair given El-P's knack for dense musical landscapes and Killer Mike's forceful aggression.

(May 15 – Williams Street Records)



DVD/BLU-RAY

Mission: Impossible— Ghost Protocol

If you've given up on Tom Cruise, you likely missed what may have been the best action film of 2011. The latest *Mission: Impossible* is the best in the franchise and the unlikely of crowd pleasers. Cruise brought in Brad Pitt, the man behind *The Incredibles*, to make his live-action directorial debut. The result is a dizzying thrill ride that defies clichéd live-action logic. Mission accomplished.

(April 17 – Paramount Studios, DVD/Blu-Ray)



SPOTLIGHT ON

STARLIGHT CITIES

» Some of the best new music you'll hear this spring comes from Starlight Cities – a band that's relatively new, but whose members certainly aren't.

The Hilton-based quartet is fronted by Joshua Simmonds (former singer for Ignite Autumn), with Jay Baum (formerly of Choke Up Tiger) on bass,

Cities' initial tunes showed strong potential, the band's new material (highlighted by the sweeping "Three Years") showcases a refined rock style.

The result is a mature sound that leans heavily on radio-friendly musicianship in the best way possible.

» Check 'em out: Reverbnation.com/Starlight-Cities

Nick Castello (of Avenue You) on guitar and Joe Lana Jr. (son of Uncle Plum's drummer) on drums.

The band, which formed in 2010, evolves with every new song it releases. While Starlight

—Kaitlin Mesmer

BEHIND THE SCENES

To see behind the scenes footage of Starlight Cities in the recording studio, visit SubcultureNY.com.

COSMIC ENERGIES

WITH PARAGODDESS JOLYNNE VALERIE



Greetings to you this fine spring in the ROC. The Vernal Equinox is behind us and it's time to think about growth.

I don't mean plants, flowers, spring time stuff. Although that's certainly happening outside! I mean growth in the significant areas of your life: health, relationships, career, personal goals, desires and dreams.

Cosmic and seasonal energies support you now. So stuff that didn't seem to be moving or progressing over the winter may be good to pop now. But it's on you. Your intentions, your energy, your choices, words and actions hold the key. The cool thing is that with cosmic and seasonal energies currently thriving with growth, you've got outside support and you're all the more powerful.

Existing in a state of empowerment is a beautiful thing. So think about the areas in your life you'd like to expand and make sure those thoughts are positive. Know that your energy and intentions can create opportunities and expect the best. Expect real, measurable growth exactly where you want it.

I've always loved all things cosmic. I've had an ongoing, passionate love affair with the moon my entire life. Not only is our planet's silvery orb the prettiest nightlight I've ever seen, but she's also a powerful darling.

The moon controls the ebb and flow of all the earth's oceans, and the moon controls directional and rhythmic movement of our seas and lakes, too. She acts upon all bodies of water, including yours. That's right; since the average human body is at least 75 percent water, that means the moon has a major influence on you. For women, that means ovulation, menstruation and intuition. For men, that means semen production, sexual cravings, brain waves and blood pressure.

In coming columns, I'll explain where the moon is currently and how that might be affecting your emotions, intuition, decisions and life in general. But before I close out my debut column, I gotta mention seasonal energies. The current season has such an impact on our psyche, physiology, personality and longings.

I'll also be dishing about what I intuitively think are vital personal and spiritual issues that need attention. It sure does help to understand why we may be feeling or experiencing what we are and to know what's coming. Being forewarned is being forearmed and it gives us the power to plan ahead.

So cheers to being informed, darlings. Cheers to tuning into the energies and the vibration of the cosmos. And baby, cheers to us!



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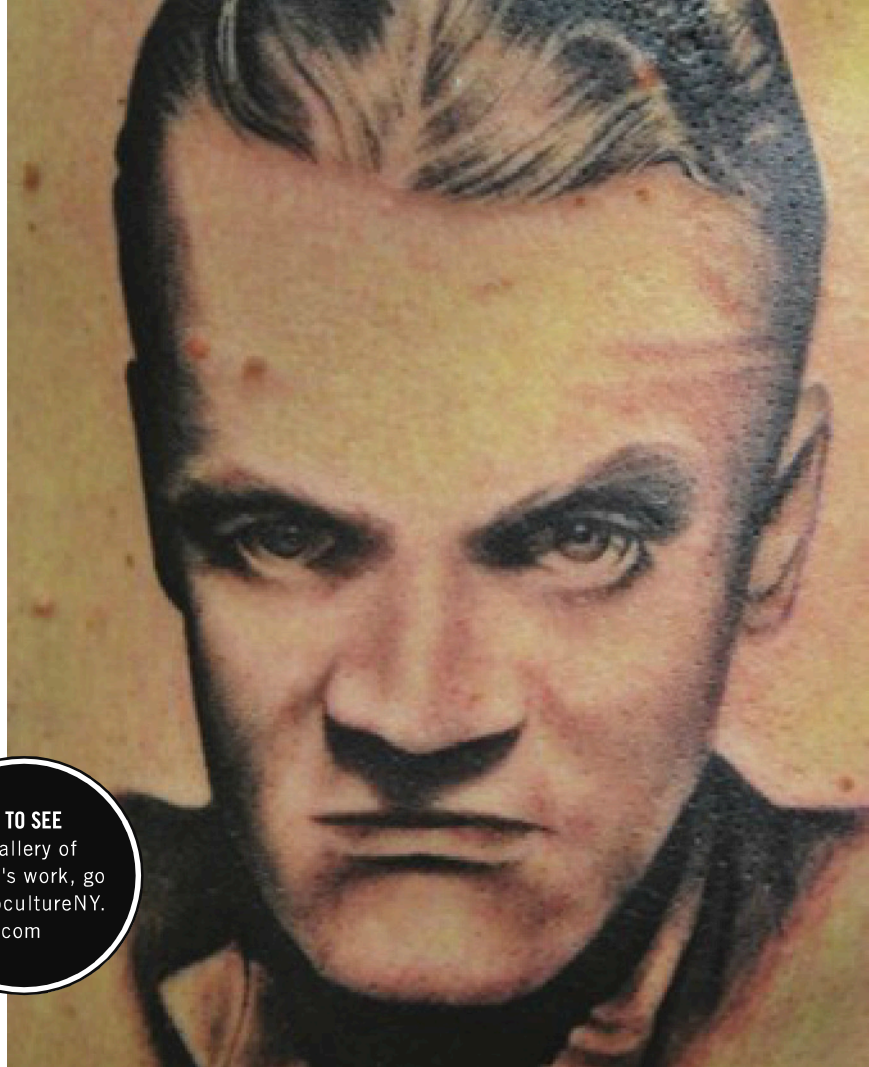
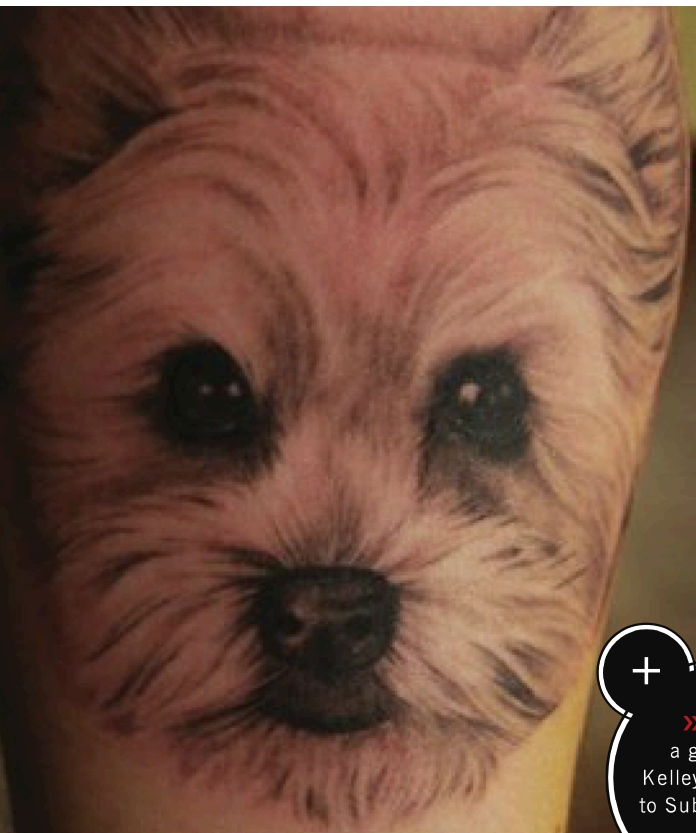


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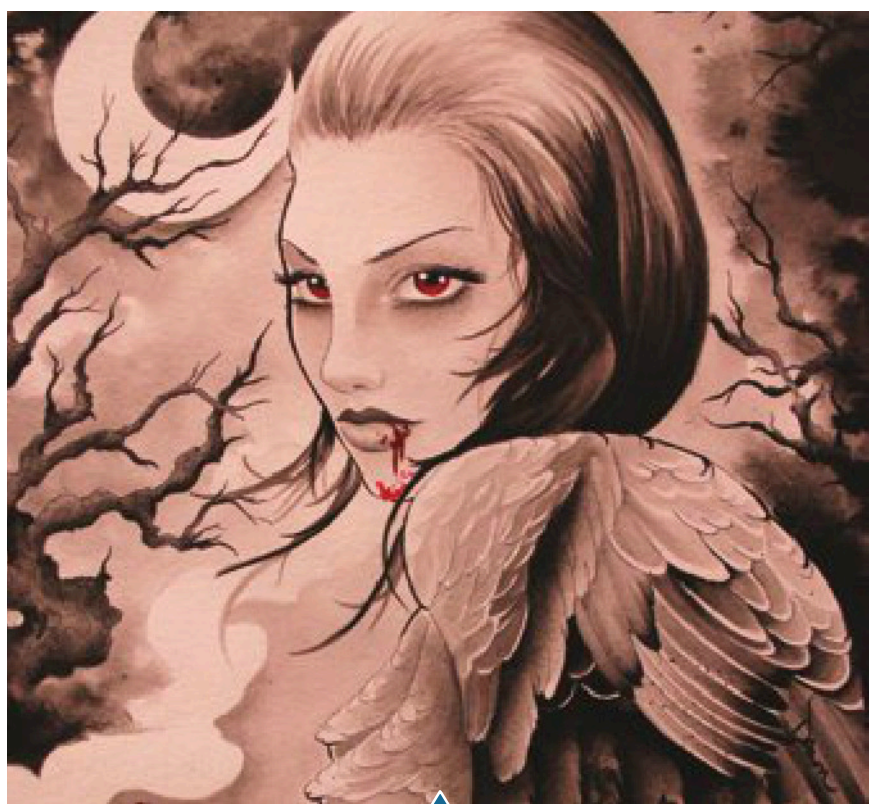
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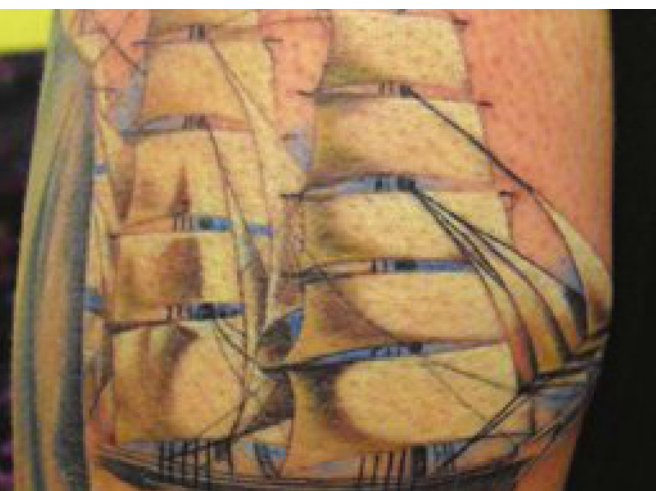
PORTFOLIO

ARTIST
PROFILE

DAWN KELLEY

LUCKY LOTUS STUDIO

BY TROY L. SMITH



THE POPULARITY OF PHOTOREALISM and portrait tattoos has been on the rise in recent years. Still, a search for local artists who have actually mastered the style may only yield a few results.

One of the best Rochester has to offer is Dawn Kelley, artist and co-owner at Lucky Lotus Studio on Elton Street.

Kelley has an uncanny gift for capturing a subject's realism, whether it's a photo of a child, an animal, or music icons like Joey Ramone or Jerry Garcia.

The secret to Kelley's gift lies in the fact that she isn't a tattoo artist who learned how to do portraits. She's a portrait artist who learned how to do tattoos.

Kelley was first exposed to tattooing at the age of 13 when she went with her older brother to get his first tattoo. From there, she was hooked.

"It was a really cool experience, being able to do your art and interact with people," she recalls.

Still, Kelley, who had been into art most of her life, was on a corporate career path after school. She was even offered the opportunity to design for a major advertising company, but turned it down to become a tattoo artist.

Even before tattooing, Kelley would do commissioned portraits. She says her use of graphite in doing portraits transferred well to the specialized world of tattoo shading.

Kelley's gotten so good at it that she's currently booked through the fall.

"It came on really quick," she says. "I'm still trying to get used to it. I'm still trying to figure out how to make the books work."

Portraits and photorealism tattoos make up about 80 percent of Kelley's work, but she says never gets tired of doing them.

"I love people and I love their faces," says Kelley. "I love finding their souls and capturing the things that make them who they are. I never get bored with it. It's the thing I can't wait to come in and do each day."

PROFILES

MARK IPPOLITO

COMEDY CLUB MANAGER RECALLS PERFORMANCES FROM TOM GREEN AND THE LATE PATRICE O'NEAL.

BY TROY L. SMITH

MARK IPPOLITO HAS A DREAM FOR THE ROCHESTER COMEDY SCENE.

"My goal is to get some of these big name comedians who are able to fill big theaters into our room," says Ippolito, director of operations at The Comedy Club in Webster. "That way, you're within talking distance of your favorite comedian."

Ippolito nearly got his wish last June when comedian Patrice O'Neal stopped by the club for a weekend's worth of performances.

At that time O'Neal, who Chris Rock and Dane Cook call "one of the best ever," was on the verge of filling massive arenas. O'Neal was coming off of a standout performance during the Comedy Central Roast of Charlie Sheen.

However, just five months after his appearance in Rochester, O'Neal had a stroke and died.

"He was the most amazing comedian," says Ippolito. "He destroyed the room when he was here. It was an absolute blessing. Out of all my years being in this industry, that was my favorite weekend."

That's certainly saying a lot. Ippolito has been in the comedy business for 17 years and has seen a ton of acts. He got his start working at the box office at Rochester's Comix Café before working his way up to manager.

When the Comix Café closed and plans began for a new comedy venue, Ippolito was the ideal candidate for the job. When The Comedy Club opened in September 2008, things were tough, but business has since picked up.

"This particular year and a half has been the most beneficial," says Ippolito. "I've reached out to all my old contacts at the Comix Café. Comedians who I knew before they were big names now know I have a pretty cool room and are very receptive to coming here."

Ippolito has lined up comedians like Jim Norton, Tom Green and Andrew Dice Clay in recent months. He recalls a particularly hilarious moment during Green's set last September when the comedian reacted to a cobweb falling from the rafters.

"He made that Tom Green face everyone knows and just held it," Ippolito says. "The room wouldn't stop laughing."

Such moments have served The Comedy Club well. Business has been booming; something Ippolito hopes will continue.

"My vision has always been the same," he says. "Keep it simple with a great room and great talent on stage. Keep the drinks and food priced cheap, and everyone comes in and has a good time."

Photo by Kyle Schwab

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PROFILES

MELINDA MCAULIFF

GECKO-LOVING YOGA TEACHER
GIVES BACK WITH COMMUNITY
WEBSITE.

BY KAITLIN MESMER

MELINDA MCAULIFF WAS INTERESTED IN GECKOS BEFORE CAR INSURANCE MADE THEM COOL.

She's even got the ink to prove it. Her left wrist showcases a collection of geckos she likes to call her totem, a spiritual emblem that best matches her own free-spirited soul.

"Some people just have a connection with certain animals," says McAuliff. "For some it may be an eagle. For others it's wolves. For me it's geckos."

McAuliff has had at least one gecko as a pet since she was 18. And her love for the nocturnal lizards isn't the only thing she was into pre-fad.

Yoga has been McAuliff's discipline of choice for the past 12 years, way before it became a trendy thing to do. She currently teaches yoga three days a week at Prana

Yoga in Fairport.

McAuliff's passion led her to start iRoc Yoga (iRocYoga.com), a website bringing the Rochester yoga community together.

McAuliff uses the site, which launched a year ago, to blog about yoga, promote workshops and organize a variety of charity events.

"We have a yoga community here in Rochester that all loves to give back," says McAuliff. "It's just in our nature. Everyone does something in their own pocket, but we've never come together to do something as a full community."

Last June, McAuliff helped organize an event that brought yoga enthusiasts together to do 108 sun salutations (it's a yoga pose) in support of the Bivona Child Advocacy Center. The event raised nearly \$2,000 for the center.

iRoc Yoga's most recent event was a 90-minute yoga improv session on Sunday, April 1, at bush Mango Drum & Dance on Elton Street. The event supported the Mary Cariola Children's Center.

McAuliff plans to spend the next year growing out iRoc Yoga, assuming she can fit it into her busy schedule.

When she's not doing yoga, McAuliff works full time as a communications specialist for wine company Constellation Brands in Victor.

McAuliff's role as a young professional by day and free spirit by night is an interesting paradox. Though, she has a nice way of reconciling it.

"I'm too yuppie to be a hippy, but not yuppie enough to be yuppie," she says with a laugh. "I'm just me."

STEVE ARGENTO HAS A LONG LIST OF LIFE EXPERIENCES THAT WOULD MAKE EVEN FORREST GUMP FEEL UNACCOMPLISHED.

"I've got quite a bit of tags to me," says Argento. "I'm a disabled vet. I've been homeless. I'm a drug addict in recovery. I've built a lot, lost a lot and then got diagnosed with prostate cancer."

Argento's roller coaster ride began with his stint in the military and culminated with him being diagnosed with stage-three prostate cancer in May 2011. And a lot went on in between.

After his service in the military from 1987 to 1990, Argento worked as a personal trainer, an advisor for Monroe County and even owned his own painting company.

However, in 1994, he found his true calling. That's when Argento began working for his uncle Ramon Santiago, a famous Rochester artist.

Argento became Santiago's agent and publisher up until he passed away in 2001. Then, Argento purchased the Ramon Santiago estate to carry on his uncle's legacy.

Art suited Argento well. He went on to create SC Fine Art and became a rep for more than 20 international artists. However, with success came personal strife in the form of drug addiction.

"I don't care what anybody says. You not recreationally use drugs and operate 100 percent," proclaims Argento.

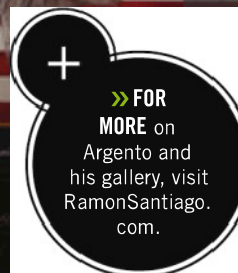
Eventually he got clean, fueled by a desire to make good on the faith his uncle and others put in him. Argento celebrates those people in the form of the ink that takes up a good portion of arms.

"It's a collection of things that represent people in my life who have passed away done by some very talented artists," says Argento. "Tattoo artists were always artists to me, but now they are getting the credit for it. The human skin is a canvas you cannot throw away."

While art has helped Argento fight addiction, his battle with cancer has helped him give back. Argento had surgery last August and his cancer remains in remission.

Just a few months after his surgery, in November, Argento opened Ramon Santiago Studio on Atlantic Avenue. Now, virtually everything Argento does goes towards charities like Camp Good Days, ARTWalk Rochester or the Veteran's Outreach Center.

"I've made a decision in my life," he says. "Based on all of my experiences, the one constant is going to be to give back to the community."



PROFILES

STEVE ARGENTO

GALLERY OWNER FIGHTS THROUGH ADDICTION TO HONOR HIS UNCLE'S MEMORY.

BY PETER GERMAN



COVER STORY

7 MINUTES IN HEAVEN WITH GINA MARCELLO

STORY BY VICTOR GOMEZ
PHOTOS BY CHRIS CARDWELL

➡ Local waitress digs **junk food**, **Shia LaBeouf**
and a whole lot of **Jameson** whiskey.



➡ **A quick look through Gina Marcello's collection of Instagram photos shows a woman consumed by her dog, boyfriend, card games and food with varying levels of nutritional value: Fruity Pebbles (check), Pringles (check), a green substance that may or may not be Jell-O (check). So what's the secret to how she manages to maintain her hourglass figure after all that food?**

"I don't really know because I don't work out at all," says the 22-year-old waitress at Murphy's Law Irish Pub. "Maybe it's because I am one of the most energetic people I know."

We recently spent some time with Marcello, and after seven super-energetic minutes, we're believers.

1 Do you get hit on a lot at work?

Umm... I'm a lady at a bar. What do you think? It's actually pretty annoying, but I always appreciate a good compliment.

Is it mostly old creepy men or young obnoxious guys? Any women?

Oh, all three! Guys, girls, girls with boyfriends. Those are the most flattering.

2 What is your favorite social networking site and how do we find you?

I have Twitter (@ginamarcello) and this app called Instagram, which is, unfortunately, just an iPhone thing. I hate Facebook and haven't had one for a while now.

3 What do you do for fun?

Drink. Drink. Drink, and, uh, drink! With a whole ton of shopping mixed in there too. I spend *a lot* of money. Also, if I'm not working, I'm constantly with my friends and I wouldn't have that any other way. I have one of the best friends a person could ask for.

What's your drink of choice?

Jameson. And I indulge anytime there's a bottle around me!

4 During your cover shoot we had you pretty bare. What do you usually wear?

Well, let's just make sure readers know I wasn't too bare. I had nipple covers on! But other than that I have a trendy little style to me. Obey is my favorite brand of clothing. I wear both men's and women's clothes. I like to play dress-up. That's what being a girl is all about. You can find me one day in a dress and heels and the next day in an oversized tee with some combat boots on, which is always an awesome outfit.

5 What kind of music are you into?

Literally everything but country. I can't stand that shit.

Who's your male flavor of the month?

No flavor of the month here. I have an all-time favorite that hasn't changed and that would be my man Shia Labeouf.

6 What makes you melt?

When I'm sleeping and my boyfriend reaches his hand down in the middle of the night to hold mine. It makes my heart drop every time.

Have you kissed a girl or two? If so, was it drunk fun or do you enjoy kissing girls?

I'd say it's mostly drunk fun. Hi mom.

7 What is your favorite tattoo?

If I could say my whole left arm I would, but since it's not finished yet I have to say the tiny little heart that's right under my left collar bone. It means something very special to me for a special someone.



A woman with long, dark, wavy hair and extensive colorful tattoos on her arms is holding a black hat in front of her chest. She is wearing a purple top with a white lace-trimmed waistband. The background is a solid dark grey.

+

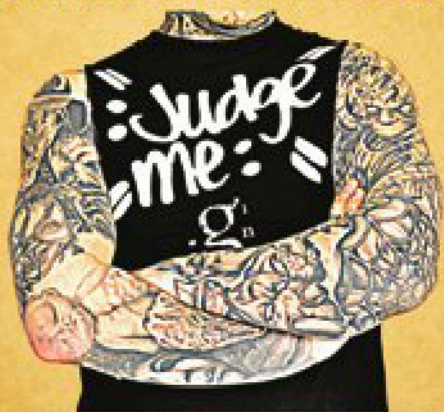
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an uncensored
gallery of our cover
shoot with Gina, visit
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“**NO FLAVOR OF THE MONTH** here. I have an all-time favorite that hasn't changed and that would be my man **SHIA LABEOUF.**”

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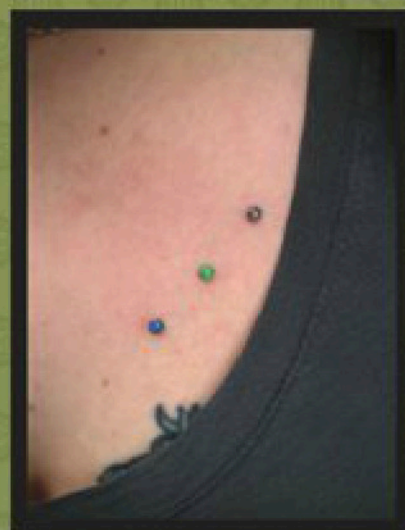
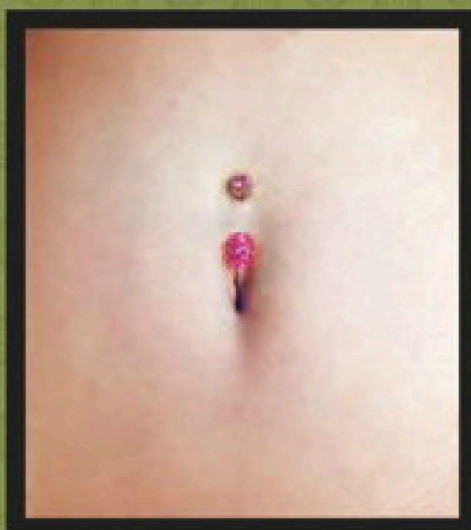
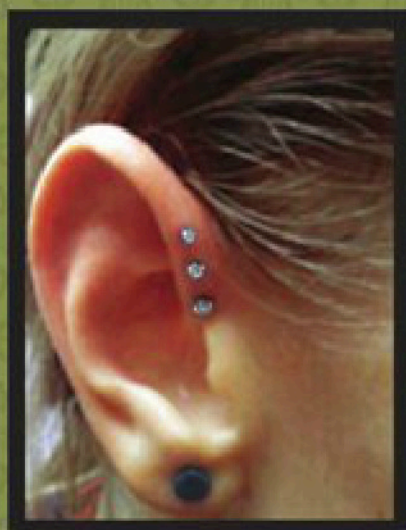


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ROC CITY TATTOO EXPO

BY THE

NUMBERS

STORY BY PETER GERMAN

4

THE NUMBER OF YEARS (including this year) the expo has been going strong. Love Hate Tattoo owner/artist Jet co-founded the event with business partner Shane Stevens in 2008.

100+ ARTISTS will be at this year's convention from more than 55 tattoo studios.



9,420

Approximate **NUMBER OF MILES** that any one artist will travel to attend the convention. Artist HoriShige will be visiting from Chiba, Japan.

19

TATTOO CONTESTS will take place over the three-day weekend, including "Best of the Day" prizes each day and an overall "Best of Show" award for the finale.



3

COUNTRIES will be represented – the U.S., Canada and Japan.



4,000

PEOPLE are expected at this year's event, which also features more than 10 vendors, ranging from magazines, clothing and apparel, to MMA institutions.

45

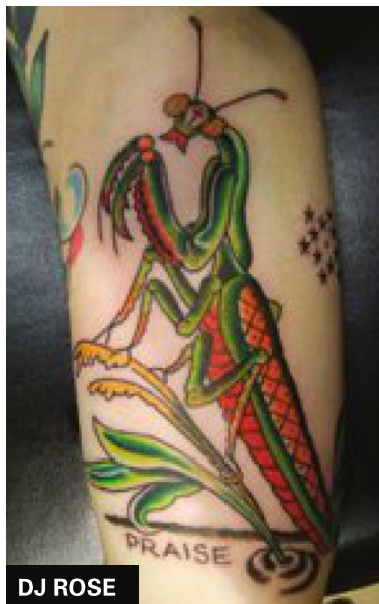
ARTISTS FROM NEW YORK STATE

are setting up shop at the expo, by far the most from any state.

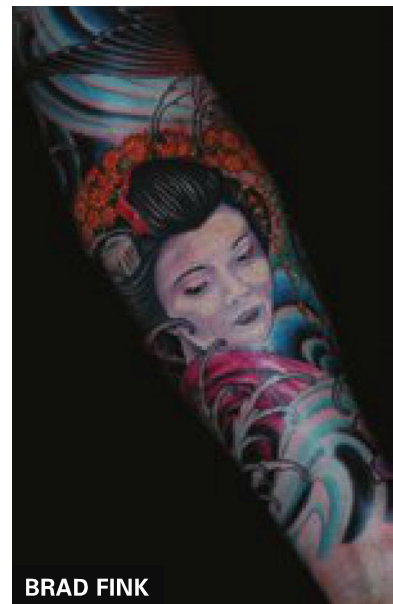
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LOCAL TATTOO SHOPS

will be at the expo, including Love Hate Tattoo, White Tiger Tattoo, Art To Zen Tattoo, Divine Chaos Tattoo Studio and Lady Luck Tattoo in Canandaigua.



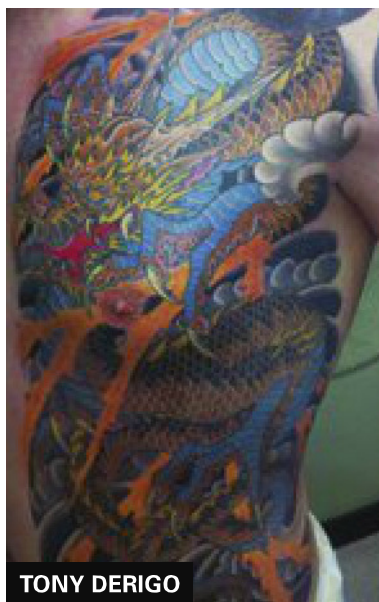
DJ ROSE



BRAD FINK



TONY DERIGO



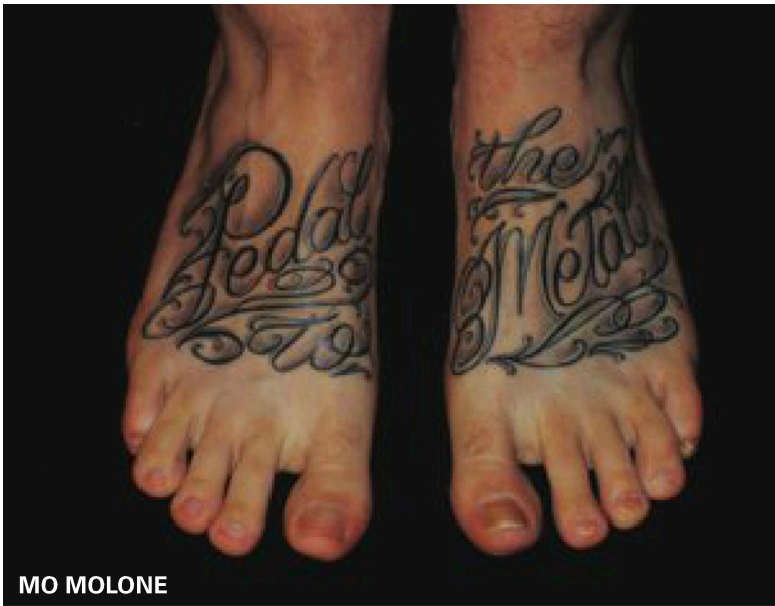
TONY DERIGO



CHRIS CHISHOLM



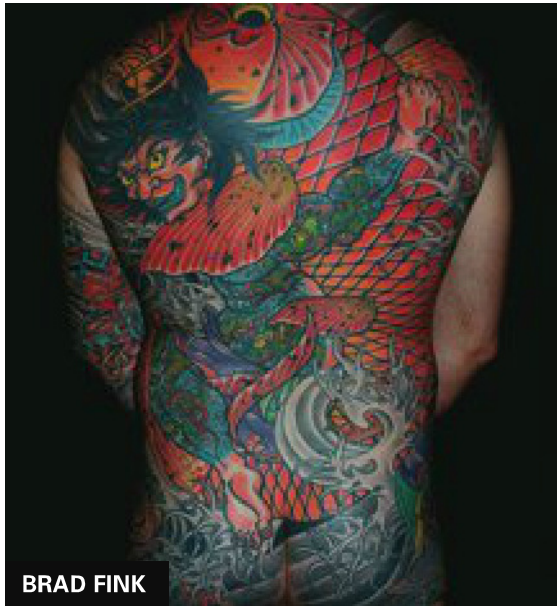
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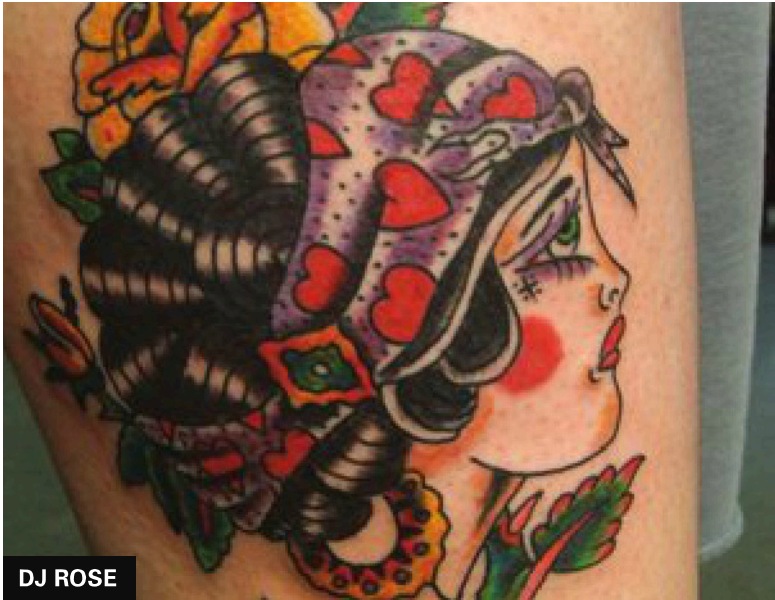
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JET SETTER

AS THE TATTOO EXPO APPROACHES, CO-FOUNDER AND LOCAL TATTOO ARTIST JET LOOKS AT HOW FAR TATTOOING HAS COME, FOR BETTER OR WORSE.

BY TROY L. SMITH

When Jet, owner of Love Hate Tattoo on Alexander Street, co-founded the Roc City Tattoo Expo in 2008, he admits the thought of it completely bombing crossed his mind up until the very last minute.

"I remember we opened the doors at one in the afternoon, looked at each other and were like, 'So, do you think anyone is going to show up?'" he says.

That moment was eerily similar to the days when Jet, real name Joseph DiProgetto, began his career two decades ago.

"There were days where we'd all sit around the shop wondering when someone would come through the door," he recalls with a laugh.

When Jet first started tattooing at Angelina's Cosmic Rainbow Tattoo Art in Rochester, he says there were about four tattoo shops in Monroe County. These days there are more than 70.

The tattoo boom hasn't seemed to affect Jet, however. Since opening Love Hate in 2001, he's worked long hours. And to make the shop feel more like home, Jet has surrounded himself with his wife and son, who also work at the shop.

Not surprisingly, when we recently caught up with Jet, he was at the shop, tattooing with a smile on his face. Some things never change.

Where did the idea for the Tattoo Expo come from?

[Huge sigh] My partner, Shane Stevens, and I travel around the country getting tattoos and going to conventions. With certain artists, the only way to get them is through a convention, because some of them are booked years in advance. Through experiencing everything we had at these conventions, Shane was like 'Why don't we have one of these in Rochester?' He and I just started discussing it in a hotel one night and were like 'What do you think it would take for us to put something like this together?'

What's your goal with it?

It's not as much about Rochester talent as much as it's about all of the friends we've made at all of these other conventions. The mentality was kind of 'Why don't we bring all this talent and connections to Rochester and show people what's out there?' You know, get out of the microcosm of Rochester for a minute and look at the whole world.

Do you feel pressure for the event to be a success?

Oh yeah, of course. I'm a tattooer. I wouldn't say I'm a businessperson. I'm just blessed to do what I do and have people get into our vision as Love/Hate Tattoo and the kind of art we do.

How have things changed from when you started tattooing to now?

There are a lot of differences. There are so many young tattooers who feel entitled to do this now. It's kind of a black eye on this business a little bit.

Is there a sense of camaraderie amongst the top shops in town?

On a professional level yes, but most Rochester tattooers hate each other. That's just the truth. Anybody who tells you different is bull-shitting you. Rochester is a very small city. The slice of that pie for shops gets smaller with every new person who starts a tattoo apprenticeship or every new shop that opens. I don't necessarily not like anybody. I'm just saying the bubble's going to burst sooner or later.



>> TO SEE

a collection of
Jet's work, visit
Subculture
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You're talking about the overall popularity of tattoos?

Yes. If you follow any bit of tattoo history, it's like a rollercoaster ride. There are peaks and valleys. With everything being on TV, it's gotten very popular and looks like a lucrative way to do your art. But sooner or later, it's not going to be that popular anymore.

Do you watch the tattoo TV shows?

Sure I do, for the entertainment. Did you see that new show *Inked Master*? That show's cool. I like the fact that they have a bunch of tattooers that are good. But they should be even better. Things have changed now. When I first started tattooing, you had to be good at a lot of styles. Things have shifted though, and people can specialize in just one style.

How would you describe your style?

It's the Jet style. People say they can recognize what I do, when I do it. It's kind of a mixture of traditional tattooing with Asian influence. I try to put my own flavor in stuff, but ultimately I try to make customers happy. I tell people I'm going to draw something the way I draw it and hopefully they think it's cool. But if they want something verbatim, I'm not a Xerox machine. I don't like portraiture or doing exact copies. I like living in a fantasy world. Maybe I'm not the guy for the job, but I'll be sure to point you in the right direction.

How did you get into tattooing? Were you an artist growing up?

No. I was no better than anyone else. I don't have art school behind me, or anything like that. I worked construction. On our rain days I would go get tattoos at Angelina's. For some reason, drawing tribal style tattoos came easy to me. She was like, 'You're good at this. Would you ever consider doing this for a living?' At first I was like, 'No way.' But my wife, at the time she was my girlfriend, and I discussed it a lot. Her and I both had started getting heavily tattooed. She took her income tax check one year and bought me the gear. That was it. Then Angelina opened the door for me. She was the best. If you wanted a custom tattoo back then, that's who you went to. I was humbled and honored.

You've established a similar reputation yourself now. The phrase "Jet from Love Hate" has become synonymous with the local tattoo scene.

I don't feel that way. I just try to take pride in what I do. As far as the reputation of Love Hate goes, I'm definitely a part of that, but it's everyone who is an artist that works here or has worked here before.

We all learn from each other and bounce things off of each other. It's about everyone who's been a part of this over the years.

Jet at Love Hate
Tattoo with son Zane
and wife Andrea.



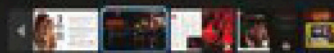
SUBCULTURE DIGITAL

EXCLUSIVE
Q + A

ASKED AND ANSWERED

STORY BY TROY L. SMITH
PHOTOS BY CHRISTOPHER CAMPBELL

After watching him spend last year buying coffee shops, we talked with Boulder Coffee Co. owner **LYJHA WILTON** about rumors that have him buying up all of downtown.



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